

1940

ADVERTISING

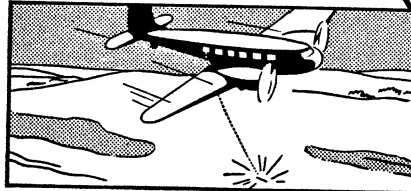
Parker

FIRST SEMESTER

*H*ERE is the new series of attractive and compelling advertisements which will increase your 1940 sales and profits on the sensational Parker Vacumatic Guaranteed-for-Life Pen.

When you have reviewed these strong-selling advertisements and notice the steady barrage of insertions which will appear right in your territory, you will realize why it will pay you handsomely to tie up your store with this campaign by displaying Parker products prominently.

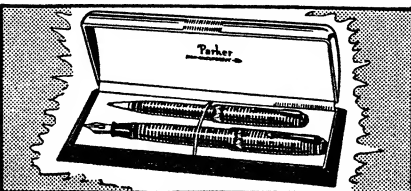
**THIS IS THE
PARKER VACUMATIC
THAT IS GUARANTEED
FOR LIFE!**



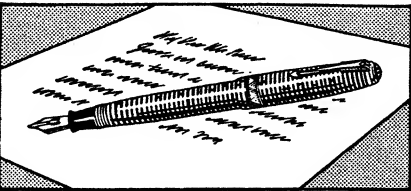
DROPPED 3,000 FEET from a plane... picked up unharmed... proof of Parker Vacumatic's durability and construction.



MILLIONS OF WRITING HOURS, with complete satisfaction... that's Parker Vacumatic's record for never-failing service.

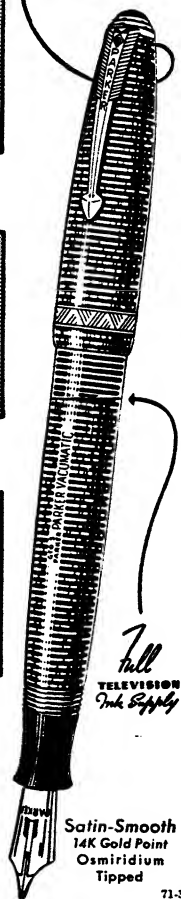


CHERISHED FOR ITS BEAUTY... the jewel-like beauty is a source of genuine, lasting pride to every Parker Vacumatic owner.



EVERY OUTSTANDING REFINEMENT in one writing instrument... that's the story of Parker's popularity the world over.

*Parker Vacumatic Pens marked with the Blue Diamond on the Arrow Clip are Guaranteed for Life.



One reason why advertisements like these do a real selling job for you is that every sensational Parker claim is backed by dramatic proof.

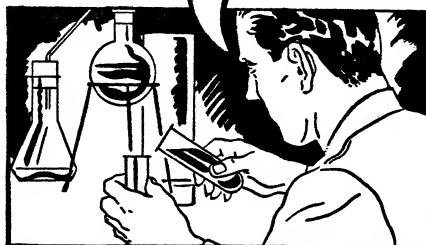
Parker
VACUMATIC

Satin-Smooth
14K Gold Point
Osmiridium
Tipped

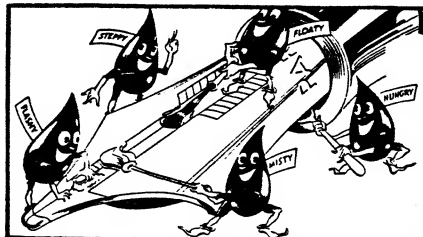
◆ *Pens marked with the Blue Diamond are guaranteed for the life of the owner against everything except loss or intentional damage, subject only to a small service charge to cover postage, insurance and handling.

Full
TELEVISION
Ink Supply

**THE TWO GREATEST WRITING INVENTIONS OF THIS ERA...
PARKER QUINK AND THE
GUARANTEED FOR LIFE
PARKER VACUMATIC**



The supreme Parker Vacumatic inspired the supreme ink—called *Quink*—the new kind of ink that actually cleans a pen as it writes. Eliminates 69% of all pen troubles.



To combat pen-clogging caused by inferior ink, Parker *Quink* contains 5 secret, harmless ingredients that dissolve grit, gum and dirt left behind by old-time inferior inks.



Whatever pen you use, give it new life with Parker *Quink*—and for perfect writing, try the new Parker Vacumatic BLUE DIAMOND pen, "Guaranteed for Life*"—plus *Quink*.

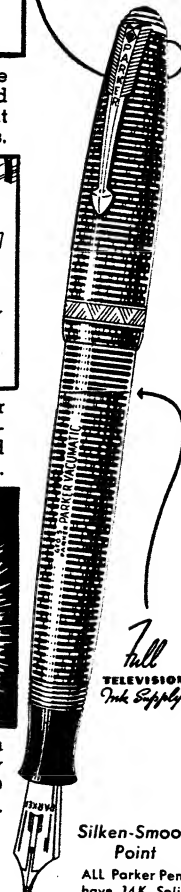
Two kinds:
Washable
and
Permanent

**Parker
Quink**

Silken-Smooth
Point

ALL Parker Pens
have 14K Solid
Gold Points
Osmiridium
tipped

*Parker Vacumatic Pens
marked with the
Blue Diamond on the
Arrow Clip are
Guaranteed for Life.

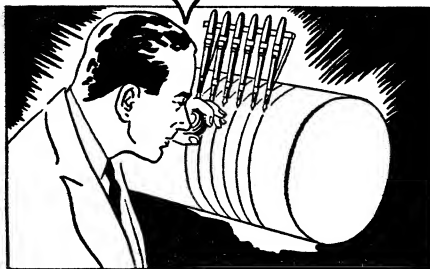


7
Tull
TELEVISION
Ink Supply

Advertisements like this one do a **double duty** job for you. They not only help you sell the profitable Parker Vacumatic Blue Diamond Pen to people who can afford it, but they also help you sell any number of additional items by sending many more customers into your store for Parker *Quink*.

*Pens marked with the Blue Diamond are guaranteed for the life of the owner against everything except loss or intentional damage, subject only to a small service charge to cover postage, insurance and handling.

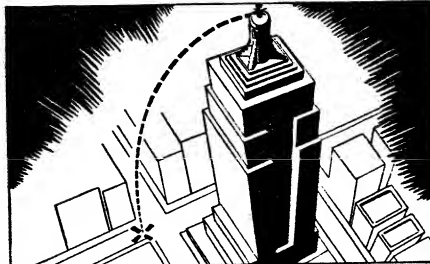
**THESE TESTS EXPLAIN WHY THE
PARKER VACUMATIC
CAN BE
GUARANTEED FOR LIFE**



Filled with an acid that eroded an iron spike, these jewel-like Parker Vacumatic pens wrote a five-mile line for 24 hours and finished in perfect working order.

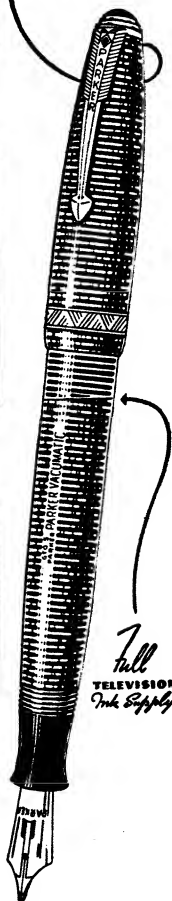


Parker's "electrocution" test shoots 5,000 electric volts at each Diaphragm Filler ... even the tiniest pinhole flashes a red light of rejection ... every one must pass 100%.



Thrown from the roof of a skyscraper—picked up unharmed! Such severe trials prove the durability, mechanical perfection and genius in design of this modern pen marvel.

**Parker Vacumatic Pens marked with the Blue Diamond on the Arrow Clip are Guaranteed for Life.*



Men like to get the facts before they buy. That is why this dramatic advertisement showing three of Parker's forty rigid tests not only attracts and interests your best prospects but actually pre-sells them on the sensational features of the Parker Vacumatic that is guaranteed for life.

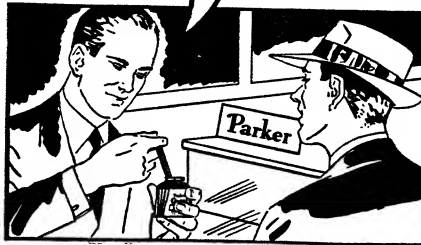
Parker
VACUMATIC

Silken-Smooth Point
ALL Parker Pens have
14K Solid Gold Points
Osmiridium tipped

71-37

◆ **Pens marked with the Blue Diamond are guaranteed for the life of the owner against everything except loss or intentional damage, subject only to a small service charge to cover postage, insurance and handling.*

WRITING IS REVOLUTIONIZED BY
TWO PARKER TRIUMPHS
 ... **NEW VACUMATIC PEN**
 is guaranteed for life!
 ... **NEW KIND OF INK**
 cleans your pen as it writes!



*Parker Vacumatic Pens marked with the Blue Diamond on the Arrow Clip are Guaranteed for Life.

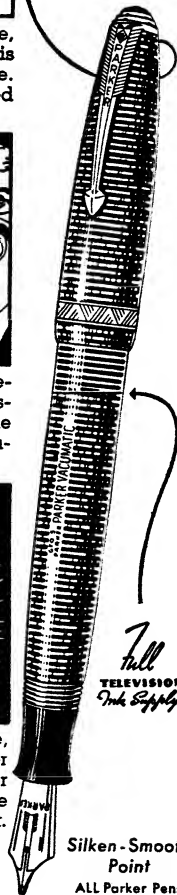
Setting an entirely new standard of excellence, the Parker Vacumatic BLUE DIAMOND Pen is *guaranteed for life* to give flawless service. Every pen released for sale must have passed Parker's 39 rigid perfection tests 100%.



Parker Quink, the new-day ink, contains 5 secret, harmless ingredients that actually dissolve grit, gum and dirt deposited by old-time inferior inks. Eliminates 69% of all pen troubles. Vastly improves any pen.



For supreme writing ease and pleasure, "*Guaranteed for Life*" use the new Parker Vacumatic BLUE DIAMOND Pen *plus* Parker Quink. And to improve any other pens in the family, fill them all with self-cleaning Quink.



Full
 TELEVISION
 Ink Supply

Silken-Smooth
 Point

ALL Parker Pens
 have 14K Solid
 Gold Points
 Osmidium
 tipped

Two kinds:
 Washable
 and
 Permanent

Parker
Quink

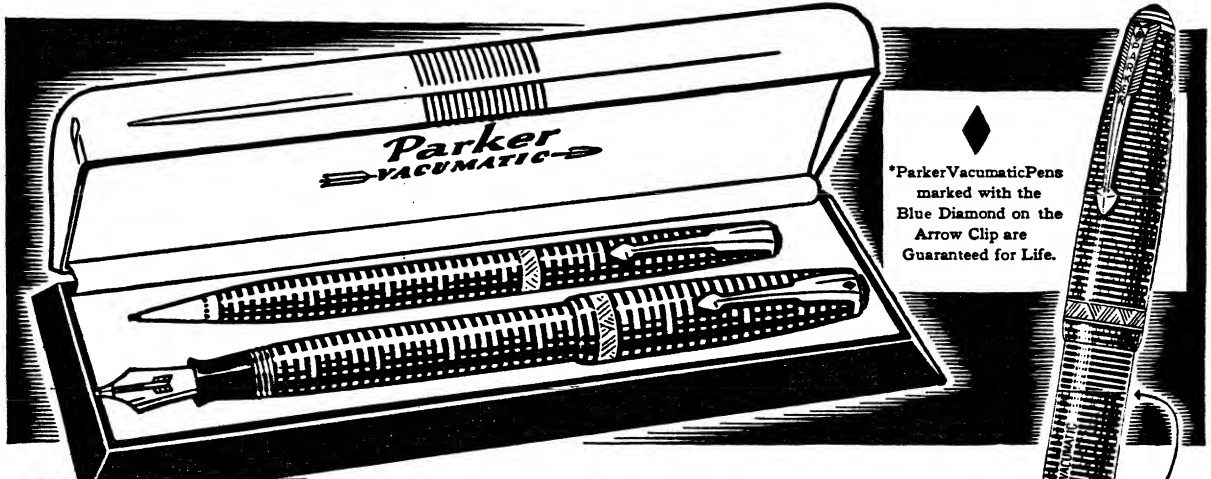
71-38

*Pens marked with the Blue Diamond are guaranteed for the life of the owner against everything except loss or intentional damage, subject only to a small service charge to cover postage, insurance and handling.

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Parker Vacumatic Pens and Quink, the new kind of ink, are literally made for each other. Every purchaser of Quink can become a Parker Pen enthusiast. And every buyer of a Vacumatic Pen will want to keep buying Quink to insure perfect pen performance.

The Only Pen of its Kind in the World ...The Gift Supreme



◆
*Parker Vacumatic Pens marked with the Blue Diamond on the Arrow Clip are Guaranteed for Life.



At birthdays, anniversaries, confirmations, school events—for social as well as business gift occasions—you can bestow good fortune to every one with the gift of the new Parker Vacumatic—now Guaranteed for Life.

The whole world idolizes this smart exclusive design—luminous, laminated Pearl. Its silken-smooth point, utterly flawless for every hand and type of writing, is 14K Solid Gold, expensively Osmiridium tipped.

Through the ordeals of being filled with acid, thrown from an aeroplane 3,000 feet up and many other devastating tests, this Jewel of a pen came through unscathed, and in perfect writing order.

Here is pen perfection, *Guaranteed for Life* by Parker's Blue Diamond Mark. It's the Revolutionary sacless pen with the patented Diaphragm Filler and Television Barrel that shows the level of ink—you SEE when to refill.

Parker alone makes the famous patented Vacumatic. Be sure you get the genuine—look carefully at the smart ARROW clip.

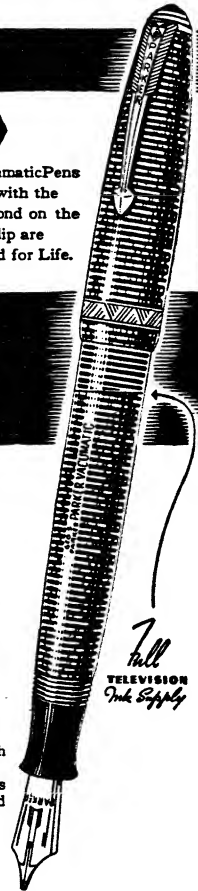


Parker

REGISTERED TRADEMARK

VACUMATIC

◆ *Pens marked with the Blue Diamond are guaranteed for the life of the owner against everything except loss or intentional damage, subject only to a small service charge to cover postage, insurance and handling.



Silken-Smooth Point
All Parker Pens have 14K Solid Gold Points Osmiridium tipped

To Make Any Pen a Self-Cleaner



—use Parker Quink, the amazing creation in writing ink that dissolves grit and sediment left by pen-clogging ink. Cleans a pen as it writes—a Parker or any other. Try it today—ask for Parker Quink.

71-39

It is hard to name another product in your store that makes such an ideal gift as the Parker Vacumatic Blue Diamond Pen. In addition to its sensational "Guaranteed for

Life" feature the beautiful appearance and revolutionary performance of this pen instantly delights anyone who sees it and tries it.

1940 PARKER DISPLAY No. 436-E



A sure way to cash in to the utmost on consistently advertised Parker Vacumatic Pens is to give this eye-appealing Parker display a prominent place on your counter and in your windows. It serves as the ideal reminder for the thousands of men and women who want a really fine pen. It will work for you as a silent salesman every minute of the day.

